

## Abstract

A novel method of detecting and measuring the presence or amount of an analyte in a sample with high sensitivity and good simplicity is provided.

A method of detecting an analyte, which comprises binding the analyte to a labeled specific binding substance to form a conjugate and detecting a magnetic signal from the conjugate to detect the analyte, wherein the labeled specific binding material comprises a substance capable of specifically binding to the analyte, a spacer and particular magnetic beads, and wherein the specific binding substance is coupled to the magnetic beads via the spacer.